GOVERNMENT OF INDIA
AGRICULTURE AND FARMERS WELFARE
LOK SABHA

STARRED QUESTION NO:34
ANSWERED ON:19.07.2016
Awareness of Pradhan Mantri Fasal Bima Yojana
Birla Shri Om

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) the details of the Kisan Melas organised by the Government to spread awareness about the Pradhan Mantri Fasal Bima Yojana (PMFBY), State-wise;

(b) the details of the other methods used by the Government to improve awareness among the farmers about PMFBY;

(c) the names of the States which have already rolled out the insurance scheme; and

(d) whether the Government has kept out the PSU insurance companies despite their controlling a higher market share of the insurance scheme and if so, the details thereof?

Answer

MINISTER OF AGRICULTURE AND FARMERS WELFARE
???? ??? ????? ?????? Â½Ã£Ã¢Â¨Ã£Ã£Ã¨ (SHRI RADHA MOHAN SINGH)

(a) to (d): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 34 DUE FOR REPLY ON 19TH JULY, 2016.

(a) & (b): To enhance the awareness about Pradhan Mantri Fasal Bima Yojana (PMFBY) among all the stakeholders including farmers, Government is undertaking a comprehensive publicity and awareness programme to educate the farmers about the benefit of crop insurance schemes. Capacity building and training programmes for other stakeholders are also being organized. The salient activities under awareness campaign involve the publicity of features & benefits of the scheme through advertisements in leading National/local News Papers, telecast through audio-visual media, distribution of pamphlets in local language, participation in agriculture fairs / mela / gosti and organization of workshops / trainings and SMS through Kisan Portal etc. State Governments/UTs are also being regularly persuaded to increase the coverage including notifying more crops under crop Insurance schemes. One day seminar/kisan fair especially on the PMFBY has also been organized at various Krishi Vigyan Kendras (KVKs) during March-April, 2016 throughout the country. State-wise details of seminars/kisan fairs held at KVKs are annexed.

(c): 20 States and 1 Union Territory namely, Assam, Andhra Pradesh, Chhattisgarh, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Maharashtra, Madhya Pradesh, Odisha, Telangana, Tripura, Uttarakhand, Uttar Pradesh, West Bengal, Kerala, Bihar, Gujarat, Goa, Rajasthan and Andaman & Nicobar Islands have completed the tendering process for selection of Insurance company for implementation of PMFBY and restructured Weather Based Crop Insurance Scheme (WBCIS) during Kharif 2016 season and tendering in Jammu & Kashmir is underway. Out of these 21 States/UTs, 17 States/UTs have already issued the notification for implementation of the schemes in Kharif 2016.

Contdâ€¦2/-

(d): No, Madam. The four Public Sector General Insurance Companies viz. Oriental Insurance Company Ltd., New India Insurance Company Ltd., National Insurance Company Ltd. and United India Insurance Company Ltd. have already been empanelled for implementation of PMBFY and restructured Weather Based Crop Insurance Scheme (WBCIS) from Kharif 2016 season.